

Historic, Archive Document

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Reserve

Now
**CAN SHORTEN THE WAR
WITH FOOD**



PREPARED BY THE WAR FOOD ADMINISTRATION AND THE OFFICE OF PRICE ADMINISTRATION

MAY 8 1946

This IS WHAT YOU'RE WAITING FOR...



YOU CAN
***SPEED OUR
BOYS HOME***
WITH A WEAPON
ONLY YOU CAN USE
...FOOD

Food can shorten the war if EVERY POUND OF FOOD FIGHTS



MORE FOOD makes more Weapons

MORE FOOD makes Strong Fighters,
Speeds Victories, Brings Peace Sooner

**CAN MAKE FOOD FIGHT
FOR FREEDOM**

PRODUCE

V GARDENERS produced over 10 BILLION pounds
of food in 1943.

FARMERS broke all records for
the 7th year in a row but

WE NEED MORE FOOD WITH EVERY VICTORY

IF YOU LIVE IN TOWN

Plan your V-garden now.
Try to help on a farm
next summer.

IF YOU LIVE ON A FARM

Plan to meet your goals.




1935

1943


CONSERVE

MAKE YOUR FOOD GO FARTHER

U.S. NEEDS US STRONG...



EAT THE BASIC 7 EVERY DAY



**LEARN WHAT TO BUY
IN PLACE OF SCARCE FOODS**

FOOD SAVED IS FOOD ADDED...



**BUY ONLY WHAT YOU NEED
USE ALL YOU BUY**



**STORE FOOD CAREFULLY
USE ALL LEFTOVERS**

WE WASTE TWICE AS MUCH FOOD AS WE SEND OUR ALLIES

SHARE

WITH YOUR NEIGHBORS, FIGHTING MEN AND ALLIES

PEACETIME FOOD SUPPLY (1935-1939)



100% TO CIVILIANS

WARTIME FOOD SUPPLY (1943)



75% TO CIVILIANS



**13% TO OUR
ARMED FORCES**



**10% TO OUR
ALLIES**

OTHERS

FLASH...

Although the total food supply for civilians is as large as before the war, demand is so great certain items must be rationed.

PLAY SQUARE

I PAY NO MORE THAN TOP LEGAL PRICES



I ACCEPT NO RATIONED GOODS

WITHOUT GIVING UP RATION STAMPS

**KEEP THIS
PLEDGE**

**YOU CAN END
*Black Markets***

**RATIONING
AND PRICE CONTROL
ARE TWIN GUARDS**

to keep your share of food within
the reach of your pocketbook

How well do you know the war weapon you use three times a day?

Do you know that . . .

Essential food requirements for civilians are set aside—a year in advance—just as for our armed forces and Allies?

Food production in this war has increased at a much faster rate than in the first World War?

Australia and New Zealand last year supplied American troops with nearly as much beef as we shipped to all other countries under Lend-Lease?

This year we will send our Allies less than 5 percent of our butter?

Every victory strains our food supply, because the more fighting men we put in the field and the more people we liberate, the more food is needed?

We waste or lose one pound of food in four, and saving half of this would add more to our supply than we are sending our Allies this year?

Black markets cannot exist if everyone pays no more than top legal prices and buys only with his own valid ration coupons?

MAKE USE OF THESE FACTS WHEN YOU TALK ABOUT FOOD!

For further information

On

- FOOD RATIONING SEE
WAR PRICE AND RATIONING
BOARD
- FOOD PRICES SEE
PRICE PANEL OF WAR PRICE AND
RATIONING BOARD
- SELECTION
PREPARATION
CONSERVATION } SEE
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NUTRITION COMMITTEE OR HOME
DEMONSTRATION AGENT
- PLANNING V GARDENS SEE
VICTORY GARDEN COMMITTEE
- FARM PRODUCTION SEE
COUNTY WAR BOARD MEMBERS
- HELPING ON A FARM SEE
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MENT SERVICE